

MICHIGAN HOSPITALS—1982 INDEX

Subject Index

MHA affiliates

Affiliate societies' annual reports, July, p. 63
Affiliate organizations and presidents, Nov., p. 81

Auxilians/volunteers

Marketing and the auxilian, Mar., p. 32, Leegwater, Barbara J.
Auxilians recommend no sale of tobacco on hospital premises, Jan., p. 29, Lawrence, JoEllen
They've done their internship, May, p. 27, Neely, Sandy
Auxilians' legislative options are a matter of choice, June, p. 18, Bennett, Judith M.
Barbara Leegwater installed president of MAHA, Aug., p. 27
View from the four-poster bed, Sept., p. 33, Leegwater, Barbara J.
A well-equipped tool box for political action, Oct., p. 21, Leegwater, Barbara J.
"Hey, Ma! The Christmas catalog is here!", Dec., p. 29, Leegwater, Barbara J.
Michigan Association of Hospital Auxiliaries (executive board, committee chairmen, district presidents), Nov., p. 79
Michigan Association of Hospital Auxiliaries annual report, July, p. 61

Health economics and finance

Michigan's cost experience compared to rate regulated states: a re-examination, Mar., p. 29, Van De Moortel, Victor; Weil, Susan
Michigan's rate setting dilemma: is there a good model to follow?, Apr., p. 34, Mitchell, Gary
Corporate attitudes toward health care costs, May, p. 23, Mitchell, Gary
Why is Michigan different?, May, p. 24, Scheer, Steve
Freysinger reflects on the PRS, Aug., p. 31, Freysinger, John J.

Insurance/Social Security/Medicare

Malpractice insurance: should it be compulsory for physicians?, May, p. 17, Suhrheinrich, Richard F.
Malpractice premiums will reach new highs, Dec., p. 5, Dammann, Sara Gay
A new era is here, Dec., p. 9, Sammet, Jacques
HCFA decision and new legislation will affect self-funded plans, Dec., p. 12, Eggertsen, John; Byrnes, Therese
Social Security: A hard act to follow, Dec., p. 15, Swindlehurst, Gary A.
An alternative to Social Security: Hospitals have a choice, Dec., p. 18, Visser, Paul C., CLU
The benefits buzz word: cafeteria plans, Dec., p. 22, Greene, Frank, CLU
Medicare amendments will help some, hurt some, Dec., p. 26, Henriksen, Gary

Legislation/politics

Michigan's rate setting dilemma: is there a good model to follow?, May, p. 23, Mitchell, Gary
Interviews with gubernatorial candidates Richard Headlee and James Blanchard, Oct., p. 4 & 5
Candidate Richard Headlee, Oct., p. 4, Mitchell, Gary
Candidate James Blanchard, Oct., p. 5, Mitchell, Gary
It's up to us to help shape change, Oct., p. 9, Wilson, Egbert S.
An interview with AHA Chairman Stanley Nelson, Oct., p. 12
Michigan's cost experience compared to rate regulated states: a re-examination, Mar., p. 29, Van De Moortel, Victor; Weil, Susan
How's your legislative savvy, June, p. 5, Bennett, Judith M.
Auxilians' legislative options are a matter of choice, June, p. 18, Bennett, Judith M.
Legislative workshops: the first step to action, Oct., p. 14, Bennett, Judith M.
Do's and don'ts for hospitals engaged in political activities, June, p. 7, Perrone, William J.
A CEO discusses the 1982 elections: opportunity or obligation?, June, p. 10, Ayala, Reginald P.
LOBBYING: It's common sense and courtesy, June, p. 13, Hash, Michael C.
Advisory council keeps hospitals on alert, June, p. 21, Finegan, Bette D.
HAPAC is money plus people, June, p. 25, Shaheen, Paul
A well-equipped tool box for political action, Oct., p. 21, Leegwater, Barbara J.

Manpower licensing and regulation

Future trends in regulation: A report from the state, Aug., p. 8, Kanoyton, Silverenia Q.
HOC promotes publicly accountable licensing system, Aug., p. 10, Dixon, Nancy
Health manpower regulation: its costs and benefits, Aug., p. 13, Crane, Stephen C., PhD, MPH
Use or abuse of professional credentialing, Aug., p. 17, Becker, Marjorie C., PhD
Professional peers measure competency on the job, Aug., p. 19, Wydra, Frank T.; Christensen, Elizabeth A., RN
Manpower supply and regulation: the employer perspective, Aug., p. 5, Klegon, Gail

Marketing

It's time for a change, Mar., p. 7, Mages, Patrick M.
Proper marketing structure is a must for success, Mar., p. 10, Trester, Kenneth G.
Market research (Can you afford not to have it?), Mar., p. 13, Hauser, Les J., APR
No matter how you slice it, Mar., p. 18, Cowles, Linda A.

MICHIGAN HOSPITALS—1982 INDEX

Subject Index

MHA affiliates

Affiliate societies' annual reports, July, p. 63
Affiliate organizations and presidents, Nov., p. 81

Auxilians/volunteers

Marketing and the auxilian, Mar., p. 32, Leegwater, Barbara J.
Auxilians recommend no sale of tobacco on hospital premises, Jan., p. 29, Lawrence, JoEllen
They've done their internship, May, p. 27, Neely, Sandy
Auxilians' legislative options are a matter of choice, June, p. 18, Bennett, Judith M.
Barbara Leegwater installed president of MAHA, Aug., p. 27
View from the four-poster bed, Sept., p. 33, Leegwater, Barbara J.
A well-equipped tool box for political action, Oct., p. 21, Leegwater, Barbara J.
"Hey, Ma! The Christmas catalog is here!", Dec., p. 29, Leegwater, Barbara J.
Michigan Association of Hospital Auxiliaries (executive board, committee chairmen, district presidents), Nov., p. 79
Michigan Association of Hospital Auxiliaries annual report, July, p. 61

Health economics and finance

Michigan's cost experience compared to rate regulated states: a re-examination, Mar., p. 29, Van De Moortel, Victor; Weil, Susan
Michigan's rate setting dilemma: is there a good model to follow?, Apr., p. 34, Mitchell, Gary
Corporate attitudes toward health care costs, May, p. 23, Mitchell, Gary
Why is Michigan different?, May, p. 24, Scheer, Steve
Freysinger reflects on the PRS, Aug., p. 31, Freysinger, John J.

Insurance/Social Security/Medicare

Malpractice insurance: should it be compulsory for physicians?, May, p. 17, Suhrheinrich, Richard F.
Malpractice premiums will reach new highs, Dec., p. 5, Dammann, Sara Gay
A new era is here, Dec., p. 9, Sammet, Jacques
HCFA decision and new legislation will affect self-funded plans, Dec., p. 12, Eggertsen, John; Byrnes, Therese
Social Security: A hard act to follow, Dec., p. 15, Swindlehurst, Gary A.
An alternative to Social Security: Hospitals have a choice, Dec., p. 18, Visser, Paul C., CLU
The benefits buzz word: cafeteria plans, Dec., p. 22, Greene, Frank, CLU
Medicare amendments will help some, hurt some, Dec., p. 26, Henriksen, Gary

Legislation/politics

Michigan's rate setting dilemma: is there a good model to follow?, May, p. 23, Mitchell, Gary
Interviews with gubernatorial candidates Richard Headlee and James Blanchard, Oct., p. 4 & 5
Candidate Richard Headlee, Oct., p. 4, Mitchell, Gary
Candidate James Blanchard, Oct., p. 5, Mitchell, Gary
It's up to us to help shape change, Oct., p. 9, Wilson, Egbert S.
An interview with AHA Chairman Stanley Nelson, Oct., p. 12
Michigan's cost experience compared to rate regulated states: a re-examination, Mar., p. 29, Van De Moortel, Victor; Weil, Susan
How's your legislative savvy, June, p. 5, Bennett, Judith M.
Auxilians' legislative options are a matter of choice, June, p. 18, Bennett, Judith M.
Legislative workshops: the first step to action, Oct., p. 14, Bennett, Judith M.
Do's and don'ts for hospitals engaged in political activities, June, p. 7, Perrone, William J.
A CEO discusses the 1982 elections: opportunity or obligation?, June, p. 10, Ayala, Reginald P.
LOBBYING: It's common sense and courtesy, June, p. 13, Hash, Michael C.
Advisory council keeps hospitals on alert, June, p. 21, Finegan, Bette D.
HAPAC is money plus people, June, p. 25, Shaheen, Paul
A well-equipped tool box for political action, Oct., p. 21, Leegwater, Barbara J.

Manpower licensing and regulation

Future trends in regulation: A report from the state, Aug., p. 8, Kanoyton, Silverenia Q.
HOC promotes publicly accountable licensing system, Aug., p. 10, Dixon, Nancy
Health manpower regulation: its costs and benefits, Aug., p. 13, Crane, Stephen C., PhD, MPH
Use or abuse of professional credentialing, Aug., p. 17, Becker, Marjorie C., PhD
Professional peers measure competency on the job, Aug., p. 19, Wydra, Frank T.; Christensen, Elizabeth A., RN
Manpower supply and regulation: the employer perspective, Aug., p. 5, Klegon, Gail

Marketing

It's time for a change, Mar., p. 7, Mages, Patrick M.
Proper marketing structure is a must for success, Mar., p. 10, Trester, Kenneth G.
Market research (Can you afford not to have it?), Mar., p. 13, Hauser, Les J., APR
No matter how you slice it, Mar., p. 18, Cowles, Linda A.

The patient is the reason we are here, Mar., p. 22.
 Perry, Frankie
 Marketing and promotion: a small hospital's road to success, Mar., p. 27, Kelemen, Julie D.L.
 Marketing and the auxilian, Mar., p. 32, Leegwater, Barbara J.
 How a hospital builds community consensus, June, p. 16, Killian, Michael C.

Mental health

Mental health department accelerates public-to-private shift, Apr., p. 5, Gould, Rubyjean
 Mental health services: the environment for Michigan's hospitals, Apr., p. 9, Klegon, Gail
 BCBSM evaluates psychiatric planning in Michigan, Apr., p. 13, Daly, Charles A.
 Civil, environmental, and treatment rights, Apr., p. 17, Coye, Janet L.; Schreiber, Annette K.
 Physical surroundings serve as therapeutic catalyst for patients, Apr., p. 20, Remen, Seymour
 Alcoholism treatment: a welcome service if planning is right, Apr., p. 29, LeBel, Stephen N.; Curtner, Robert L.; Matzelle, Gregory A.
 Cooperative efforts keep patients close to home, Apr., p. 27, Hiscoe, Nancy H.

MHA

Report from the chairman, July, p. 13, Werdel, William A.
 Executive office annual report, July, p. 19
 Policy division annual report, July, p. 23
 Administrative services annual report, July, p. 37
 Public affairs department annual report, July, p. 41
 MHA Service Corporation annual report, July, p. 43
 MHA Mutual Insurance Company annual report, July, p. 57
 MHA/Purchasing Service annual report, July, p. 59
 Michigan Association of Hospital Auxiliaries annual report, July, p. 61
 MHA affiliate societies' annual reports, July, p. 63
 Photo story: the MHA Annual Meeting, Aug., p. 22
 The chairman's address, Aug., p. 25, Laverty, Robert E.
 PROFILE: Robert E. Laverty, Nov., p. 8, Grice, V. Robin
 MHA Organizational structure, Nov., p. 13
 MHA members: 1982-83, Nov., p. 21
 MHA members by district, Nov., p. 51
 MHA standing committees, Nov., p. 61
 MHA Service Corporation committees, Nov., p. 71
 Michigan Association of Hospital Auxiliaries (executive board, committee chairmen, district presidents), Nov., p. 79
 MHA affiliate organizations, Nov., p. 81

Nursing

Nurses careers promoted at bedside, June, p. 31, Bannister, Tim

Patient education/health promotion

Survey reveals extent of patient education activities, Jan., p. 5, Stout, Nan, MPH
 Joint study looks at quality patient education programs, Jan., p. 10, Palma, LaVaughn, MA; DuShaw, Martha, M.Ed.
 A smoking cessation program that works, Jan., p. 12, Stachnik, Thomas, PhD; Stoffelmayr, Bernard, PhD
 Weight management program promises and delivers, Jan., p. 15, Williams, David R., MPH, M.Div.
 How to establish a hospital-based stress management center, Jan., p. 18, Cornellier, Vincent, PhD
 Health risk appraisal: it's good for business, Jan., p. 20, Kovacek, Peter
 Physicians teach patients to "do for themselves," Jan., p. 24, Palma, LaVaughn, MA
 Physical activity improves employee attitudes, Jan., p. 26, Konkol, Connie J.
 Alcoholism treatment: a welcome service if planning is right, Apr., p. 29, LeBel, Stephen N.; Curtner, Robert L.; Matzelle, Gregory A.
 Auxilians recommend no sale of tobacco on hospital premises, Jan., p. 29, Lawrence, JoEllen

Public/community relations

Identity, style, image: A discourse on public relations, Feb., p. 6, Graff, Louis
 Seven steps to successful public relations, Feb., p. 9, Firlik, Michael L.
 Smallness as an advantage for rural hospitals, Feb., p. 12, Schwartz, Donna
 Communicating through graphics, Feb., p. 15, Rapp, Donna
 The annual report: one hospital's journey, Feb., p. 17, Jenks, Lyn
 Public relations under stress, Feb., p. 20, Lawson, Madge B.
 The basics of good media relations, Feb., p. 23, Kairis, Michael E.
 Auxilians provide affordable public relations, Feb., p. 29, Lawrence, JoEllen
 Grand Prix in the backyard, Sept., p. 34, Kowalski, Greg

Safety

Safety in hospitals assumes major management role, Sept., p. 5, Siewertsen, William F.
 Awareness is key to employee participation in a safety program, Sept., p. 7, Sweet, Gary
 Review committee helps keep everyone happy, Sept., p. 11, Plakos, William C.
 Loss prevention: a systems approach, Sept., p. 12, Parente, Anthony
 JCAH and Life Safety Code protect hospitals against tragedy, Sept., p. 15, Keil, Ode R.

An ethylene oxide plan that works, Sept., p. 19, Harnes, James F.; Adams, Paula F.
 Careful planning reduces patient falls, lowers liability risks, Sept., p. 23, Lantry, Kimber J.
 Prudent waste management, Sept., p. 27, Cruzen, Scott W.
 New employees are safety oriented, Sept., p. 31, Mills, Stephen

Trusteeship

Trustee profiles, May, p. 5, interviews with Edward N. Hodges, III; Donald Pizzimenti; Joyce Bolo; William H. Palmer; Lorraine Lauzon
 They've done their internship, May, p. 27, Neely, Sandy
 Community responsibility—an interview with Gunder Myran, May, p. 13, Graff, Louis

Author Index

Adams, Paula F., LPN, MBA, Sept., p. 19, An ethylene oxide plan that works
 Ayala, Reginald P., June, p. 10, a CEO discusses the 1982 elections: opportunity or obligation
 Bannister, Tim, June, p. 31, Nurses careers promoted at bedside
 Becker, Marjorie C., PhD, Aug., p. 17, Use or abuse of professional credentialing
 Bennett, Judith M., June, p. 5, How's your legislative savvy; June, p. 18, Auxilians' legislative options are a matter of choice; Oct., p. 14, Legislative workshops: the first step to action
 Byrnes, Therese, Dec., p. 12, HCFA decision and new legislation will affect self-funded plans
 Christensen, Elizabeth A., RN, Aug., p. 19, Professional peers measure competency on the job
 Cornellier, Vincent, PhD, Jan., p. 18, How to establish a hospital-based stress management center
 Cowles, Linda A., Mar., p. 18, No matter how you slice it
 Coye, Janet L., Apr., p. 17, Civil, environmental, and treatment rights
 Crane, Stephen C., PhD, MPH, Aug., p. 13, Health manpower regulation: its costs and benefits
 Cruzen, Scott W., Sept., p. 27, Prudent waste management
 Curtner, Robert L., Apr., p. 29, Alcoholism treatment: a welcome service in Michigan
 Dammann, Sara Gay, Dec., p. 5, Malpractice premiums will reach new highs
 Dixon, Nancy, Aug., p. 10, HOC promotes publicly accountable licensing system
 DuShaw, Martha, M. Ed., Jan., p. 10, Joint study looks at quality patient education programs
 Eggertsen, John, Dec., p. 12, HCFA decision and new legislation will affect self-funded plans
 Finegan, Bette D., June, p. 21, Advisory council keeps hospitals on alert

Firlik, Michael L., Feb., p. 9, Seven steps to successful public relations
 Freysinger, John J., Aug., p. 31, Freysinger reflects on the PRS
 Gould, Rubyjean, Apr., p. 5, Mental health department accelerates public-to-private shift
 Graff, Louis, Feb., p. 6, Identity, style, image: A discourse on public relations; May, p. 13, Community responsibility—an interview with Gunder Myran
 Greene, Frank, CLU, Dec., p. 22, The benefits buzz word: cafeteria plans
 Grice, V. Robin, Nov., p. 8, PROFILE: Robert E. Lavery
 Harnes, James F., Sept., p. 19, An ethylene oxide plan that works
 Hash, Michael M., June, p. 13, LOBBYING: It's common sense and courtesy
 Hauser, Les J., APR, Mar., p. 13, Market research (Can you afford not to have it?)
 Henriksen, Dec., p. 26, Medicare amendments will help some, hurt some
 Hiscoe, Nancy H., Apr., p. 27, Cooperative efforts keep patients close to home
 Jenks, Lyn, Feb., p. 17, The annual report: one hospital's journey
 Kalris, Michael E., Feb., p. 23, The basics of good media relations
 Kanoyton, Silverenia, Aug., p. 8, Future trends in regulation: A report from the state
 Keil, Ode R., Sept., p. 15, JCAH and Life Safety Code protect hospitals against tragedy
 Kelemen, Julie D.L., Mar., p. 27, Marketing and promotion: a small hospital's road to success
 Killian, Michael C., June, p. 16, How a hospital builds community consensus
 Klegon, Gail, Apr., p. 9, Mental health services: the environment for Michigan's hospitals; Aug., p. 5, Manpower supply and regulation: the employer perspective
 Konkol, Connie J., Jan., p. 26, Physical activity improves employee attitudes
 Kovacek, Peter, Jan., p. 20, Health risk appraisal: it's good for business
 Kowalski, Greg, Sept., p. 34, Grand Prix in the backyard
 Lantry, Kimber J., Sept., p. 23, Careful planning reduces patient falls, lowers liability risks
 Lavery, Robert E., Nov., p. 25, The chairman's address
 Lawrence, JoEllen, Jan., p. 29, Auxilians recommend no sale of tobacco on hospital premises; Feb., p. 29, Auxilians provide affordable public relations
 Lawson, Madge B., Feb., p. 20, Public relations under stress
 LeBel, Stephen N., Apr., p. 29, Alcoholism treatment: a welcome service if planning is right
 Leegwater, Barbara J., Mar., p. 32, Marketing and the auxilian; Sept., p. 33, View from the four-poster bed; Oct., p. 21, A well-equipped tool box for political action; Dec., p. 29, "Hey, Ma! The Christmas catalog

- is here!"
- Mages, Patrick M., Mar., p. 7, It's time for a change
- Matzelle, Gregory A., Apr., p. 29, Alcoholism treatment: a welcome service if planning is right
- Mills, Stephen, Sept., p. 31, New employees are safety oriented
- Mitchell, Gary, Apr., p. 34, Michigan's rate setting dilemma: Is there a good model to follow?; May, p. 23, Corporate attitudes toward health care costs; Oct., p. 4, Candidate Richard Headlee; Oct., p. 5, Candidate James Blanchard
- Neely, Sandy, May, p. 27, They've done their internship
- Palma, LaVaughn, MA, Jan., p. 10, Joint study looks at quality patient education programs; Jan., p. 24, Physicians teach patients to "do for themselves"
- Parente, Anthony, Sept., p. 12, Loss prevention: a systems approach
- Perrone, William J., June, p. 7, Do's and Don'ts for hospitals engaged in political activities
- Perry, Frankie, Mar., p. 22, The patient is the reason we are here
- Plakos, William C., Sept., p. 11, Review committee helps keep everyone happy
- Rapp, Donna, Feb., p. 15, Communicating through graphics
- Remen, Seymour, Apr., p. 20, Physical surroundings serve as therapeutic catalyst for patients
- Sammet, Jacque, Dec., p. 9, A new era is here
- Scheer, Steve, May, p. 24, Why is Michigan different
- Schreiber, Annette K., Apr., p. 17, Civil, environmental, and treatment rights
- Schwartz, Donna, Feb., p. 12, Smallness as an advantage for rural hospitals
- Shaheen, Paul, June, p. 25, HAPAC is money plus people
- Siewertsen, William F., Sept., p. 5, Safety in hospitals assumes major management role
- Stachnik, Thomas, PhD, Jan., p. 12, A smoking cessation program that works
- Stoffelmayr, Bernard, PhD, Jan., p. 12, A smoking cessation program that works
- Stout, Nan, MPH, Jan., p. 5, Survey reveals extent of patient education activities
- Suhrheinrich, Richard F., May, p. 17, malpractice insurance: Should it be compulsory for physicians?
- Sweet, Gary, Sept., p. 7, Awareness is key to employee participation in a safety program
- Swindlehurst, Gary A., Dec., p. 15, Social Security: a hard act to follow
- Trester, Kenneth G., Mar., p. 10, Proper marketing structure is a must for success
- Van De Moortel, Victor, Mar., p. 29, Michigan's cost experience compared to rate regulated states: a re-examination
- Visser, Paul C., CLU, Dec., p. 18, An alternative to Social Security: Hospitals have a choice
- Weil, Susan, Mar., p. 29, Michigan's cost experience compared to rate regulated states: a re-examination
- Werdel, William A., July, p. 13, Report from the chairman
- Williams, David R., MPH, M. Div., Jan., p. 15, Weight management program promises and delivers
- Wilson, Egbert S., Oct., p. 9, It's up to us to help shape change
- Wydra, Frank T., Aug., p. 19, Professional peers measure competency on the job □

Corrections to the November directory issue of Michigan Hospitals

Jeptha W. Dalston, PhD, University of Michigan Hospitals, will serve on the MHA Board of Trustees through June 31, 1986. The November *Michigan Hospitals* indicated his term would expire in 1982.

William Beaumont Hospital, Royal Oak..... 940 beds

Saginaw General Hospital..... 392 beds

Terrance McCarthy, president of the Michigan Association of Hospital Purchasing and Materials Managers, is director of material management services at McLaren General Hospital in Flint. He was incorrectly identified with Jackson Osteopathic Hospital in the listing of MHA affiliate organizations.

The bed numbers published in the November directory issue are according to the Bureau of Health Facilities, Michigan Department of Public Health, and do not include psychiatric beds.